AMENDMENTS TO THE SPECIFICATION

Please amend the first paragraph on page 1, line 1 as follows:

This application is a continuation-in-part of our application No. 09/630,227 filed 08/01/00 and our application No. 09/703006 filed 10/31/00 (U.S. Patent 6,546,386 issued April 8, 2003).

Please amend the paragraph on page 3, line 5 as follows:

The targeted e-commerce system of this invention uses a product database and an automated keyword tagging system to determine products that are best suited for display on a given content page. As the content is being prepared for publishing on a web site, it is tagged with one or more preselected keywords either manually or using an automated tagging process as described in our parent applications on "Hotwording" application no. 09/630,227 and "Brilliant Queries" application no. 09/703,006. These keywords are submitted as input to a product database which selects one or more products for display on the page. The products are displayed either as text entries, using titled thumbnails or other conventional techniques on product merchandising on electronic devices. The text entry, thumbnail or other method is essentially a link that leads to a product display page on the site or on a separate retail site.

Please amend the paragraph on page 4, line 7 as follows:

The dynamic publishing model relies on a product database that is running live on the server and gateway interface technology to query the product database and generate product selection on a query by query basis. This model allows for a product selection that is instantly updated on every content page as the product database is updated. If the product database has been enhanced via the above-described system of metatagging, then the match can be undertaken via sophisticated statistical matching techniques. If the product database is maintained without such enhancement, but is capable of responding to Boolean ANDed queries, then the matching can be accomplished through the automated submission of Boolean ANDed queries derived from the metatagging process, as described in ~~our~~ the "Brilliant Query" application No. 09/703006, filed 10/31/00.

Please amend the paragraph on page 5, line 5 as follows:

As discussed in ~~our~~ the "Brilliant Query" application, more definitive results will be obtained if keyword clusters, such as a doublet (a two word combination) or a triplet (three word combination) are analyzed, as they are far more revealing than a single word or general content category.

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Please amend the paragraph on page 5, line 21 as follows:

As stated in ~~our parent~~ the "Brilliant Query" application,
Brilliant queries are a collection of one or more pairings of a
hook and a keyword. For example, an article on Basketball might
have the following Brilliant queries:

1.   Search for more information on BASKETBALL and CELEBRITY

2.   Search for more information on BASKETBALL and CLOTHING

3.   Search for more information on BASKETBALL and FASHION

4.   Search for more information on BASKETBALL and COMMERCE

The hook is BASKETBALL and the keywords are CELEBRITY,
CLOTHING, FASHION and COMMERCE.